



It's your world.

A PROPOSAL FOR

Business Associate



LAKE AREA
TECHNICAL INSTITUTE

www.lakeareatech.edu

EXECUTIVE SUMMARY

The current Lake Area Tech Marketing/Management/Sales program has been offered since 1987. Enrollment has historically been strong and hundreds of graduates are employed in eastern South Dakota in a wide variety of business environments. In order to better serve the state and also to allow for more specialized courses, LATI is proposing restructuring the program into six options.

In addition, the program title is misunderstood and outdated. We are requesting the program be renamed Business Associate. The 'Associate' title is used frequently in connection with business positions. Examples include: Sales Associate, Retail Associate, Marketing Associate, Human Resource Associate, Photography Associate, and Studio Associate.

The program will include a required core curriculum which will contain foundational business courses, such as Introduction to Business, E-Business, Advertising, Principles of Marketing, and the required general education courses. The program will incorporate the latest technology to enhance business principles and also have a strong entrepreneurial emphasis.

In addition to taking the core curriculum, the students will be allowed to specialize in one of **six options**:

Marketing & Management – this option contains the current curriculum. Graduates are employed in a wide variety of businesses including sales, large retail chains, public services, and finance businesses.

Fashion/Retail Merchandizing – this option adds courses enhancing the core curriculum concepts to better prepare graduates for the retail sector, including an emphasis on apparel sales, as this category is one of the predominant categories in today's retail marketplace. Historically, MMS graduates have worked in many retail settings. This option allows specialized courses to be added for students focusing in that area.

Interior Business Design – this option will enable graduates to specialize in design for business environments, such as office supply retail outlets and big box stores. LATI currently offers the CAD software in our Engineering/Architectural Drafting program so expansion in this area will include a cost-savings by cooperating with this program.

Photography/Media – this option will provide many opportunities for graduates with photography and media skills to work in businesses which do e-Commerce, publications work, advertising, and also allow the graduate to begin a photography/media specialty business. MMS graduates have worked in the advertising sector.

Hospitality & Tourism – this option encourages graduates to specialize in event management, hotel operations, and food and beverage operations, all key components of one of the largest economic sectors in our state.

Human Resource Associate – this option offers specialized courses for graduates who wish to work in the Human Resources sector. Human Resources will be an area of increasing need as the businesses replenish their workforce and strive to manage the benefits offered to employees.

As the economy recovers, all of the options listed above will have a strong need for graduates to fill jobs and also replace the baby boomers, who will be exiting the workplace. The following document will further explain the changes proposed to improve an already strong program and better prepare the workforce of South Dakota.

IDENTIFICATION AND DESCRIPTION OF THE PROGRAM

We are restructuring our current Marketing, Management, and Sales program into a common core of courses and then allowing the students to specialize in one of several options. The options are Marketing & Management, Fashion/Retail Merchandizing, Interior Business Design, Photography /Media, Hospitality & Tourism, and Human Resource Associate. The 20-month program will provide students with the knowledge, understanding, and skills needed to enter and advance in the world of business.

The program is an Associate of Applied Science degree program. Strong articulation agreements exist with the private post-secondary schools in South Dakota and also with the BOR Schools..

OBJECTIVES AND PURPOSE OF THE PROGRAM

The primary objective of the Business Associate program would be to graduate students with the necessary skills to be employed in a variety of business environments utilizing the latest technologies; with emphasis in the employment areas of sales, retail, finance businesses, advertising, e-Commerce, publications, tourism, event management, and human resources. The program will include a strong entrepreneurial emphasis for those students who wish to pursue the private business sector.

The program will continue to articulate appropriate high school credits whenever possible. LATI will maintain the current articulation agreements and explore expanding articulation agreements with the Board of Regents due to the restructuring.

In addition to the current program objectives, new objectives will include:

- Provide students with knowledge of basic techniques of photography and digital imaging processes.
- Train students in the areas of lighting, aesthetics, and media design.
- Develop professional and problem-solving skills required of students in the hospitality and tourism industry.
- Train students to collect, analyze and coordinate data necessary for travel, event planning, and the food/ beverage industries.

- Provide students with a thorough knowledge of the necessary skills for recruiting, hiring, and orienting employees.
- Train students in customer service skills.
- Train students in the areas of product packaging, placement, promotion and pricing.
- Provide student with a thorough understanding of the retail/clothing industry (inventory, distribution, marketing, manufacturing, retail, wholesale).
- Provide students with the fundamental concepts of interior business design and business office product sales.
- Train students to apply the elements and principles of layout and design for promotional materials.

The primary purpose of this program will continue to be to meet the employment and training needs of the students and business employers in our region.

METHODS OF ATTAINING THE OBJECTIVES OF THE PROGRAM

The Business Associate program will consist of two major components: technical theoretical training and practical experience gained through utilization of technology, classroom labs/activities and the internship. The curriculum will utilize the core aspects of the current Marketing, Management, and Sales program. New curriculum specific to the options identified will be developed. New curriculum will utilize the services of the Innovation Center and Industry to infuse the delivery with state-of-the-art technology. The additional curriculum will be developed in an eLearning context for eventual hybrid on-line delivery.

The curriculum will continue to include the required general education courses to enable LATI to award graduates an Associate of Applied Science degree (see Section #9).

The Business Associate program will work closely with the MMS advisory board, which will add new representatives from the new option business sectors. The advisory board will provide input to assist with further curriculum development, facilitate the establishment of internship sites, and assist with marketing strategies to promote the program.

DESCRIPTION OF THE NEEDS BASED ON LABOR MARKET DEMANDS IN THE UNITED STATES AND SOUTH DAKOTA

LATI has been monitoring employment trends and discussing with regional businesses about the need for employees with the skill sets identified in the expanded options of photography/media, merchandising, interior design, human resources and hospitality & tourism.

The MMS Graduates have always enjoyed a healthy job market and many opportunities, since the Business climate in South Dakota is quite diverse. Graduates over the past few years have gone to work at businesses such as automotive sales, Premier Bankcard, communications officer at the local police department, marketing for the zoo, management training at Menard's, manager of a fitness business, cell phone sales, student loan collector, among other positions.

LATI is confident the individuals pursuing the additional options will have many job possibilities including employment in sales positions of all types, hospitality businesses such as hotel management, commercial product illustration, photography studio management, travel agencies, event coordination, catering, tourism, human resources, merchandising, and business supply stores.

The Occupational Data included in Appendix A shows the number of projected job openings in a variety of the business positions graduates of this program could enter. All the positions show positive job growth over the next seven years. This data does not include the anticipated exodus of Baby Boomers from the workplace.

POPULATION TO BE SERVED BY THE PROGRAM

The expanded options of the Marketing, Management and Sales program will be available to any applicant who has successfully met the admission standards for the program as set by LATI. The program will be full-time, part-time and an on-line hybrid format will be available for many of the courses. No restriction will be made regarding race, age, creed, or gender. The program will draw students primarily from South Dakota. The employers served fall within the same geographical area.

Recruiting efforts will include venues and methods to attract graduating High School seniors and non-traditional students seeking a career change. The hybrid, on-line component will also appeal to the older, place-bound student and afford them the opportunity to enroll in the restructured program.

PROJECTED THREE YEAR BUDGET

The restructured program will be located in current facilities on the LATI campus and also utilize the facilities of various industry partners in Watertown. Access to the technical expertise of the two current Marketing, Management, and Sales instructors along with hiring adjunct instructors, as needed, employed in the targeted options will provide the students with tremendous resources.

New adjunct instructors will have a minimum of three years of professional work experience in the business industry. Restructured program enrollment for the new options would be limited to 22 students the first year.

Projected increased costs to offer these options are minimal as the program is well established and well equipped. The only increase in the budget would be for adjunct contracts and slight increases in supplies and travel.

THREE YEAR PROJECTED BUDGET

	FY 10	FY 11	FY 12
Instructors Salary/Benefits	\$115,000	\$118,450	\$122,035
Equipment	0	0	0
Supplies	2,000	2,500	2,750
Travel	2,000	2,500	2,600
PR/Misc	500	500	600
Contracted Services	250	10,250	13,000
Totals	\$119,750	\$134,200	\$140,985

PROGRAM COMPETENCIES AND ENTRY AND EXIT POINTS OF SUBOCCUPATIONS

Entry Points: Fall, Spring, and Summer Sessions

Exit Point: After completion of all coursework.

Expanded Option Job Titles: Includes (but not limited to): retail sales associate, retail assistant manager, advertising sales, travel agent, reservationist, tour coordinator, events coordinator, catering manager, human resources associate, retail buyer, purchasing manager, advertising manager, merchandiser, photographer, and interior design associate.

Statement of Nonduplication

This is a reorganization and expansion of an existing program at LATI. Because the business environment is extensive in South Dakota, any duplication between the technical institutes in business programs has historically been deemed non-detrimental and necessary to meet anticipated South Dakota workforce requirements. To our knowledge, the options involving Human Resources, Photography/Media, and Interior Business Design are not duplicated.

Curriculum Design

See Appendix B for Curriculum Outline.

Survey/Wage Factor

The 2008 Placement Report data showed the average wage for the Marketing/Management/Sales program at \$11.08 per hour. The wage level for the reorganized program should be similar.

Suggested CIP code

This is an existing program and LATI is recommending we retain our current CIP code of 52.1401, Marketing/Marketing Management, General.

APPENDIX

- A. Employment Projections For South Dakota
- B. Curriculum
- C. Letters of Support

**South Dakota Employment Projections
for Occupations Related to Proposed Programs at LATI**

Program Title & Matching SOC* Code	SOC* Title	2006 Base Number of Jobs	2016 Projected Number of Jobs	Percent Change	Average Annual Demand
Marketing/Management Emphasis					
413011	Advertising Sales Agents	595	745	25.2%	26
419011	Demonstrators and Product Promoters	160	195	21.9%	9
412031	Retail Salespersons	15,150	17,615	16.3%	714
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	1,275	1,405	10.2%	32
Fashion Retailing Emphasis					
412031	Retail Salespersons	15,150	17,615	16.3%	714
Photography Emphasis					
274021	Photographers	310	320	3.2%	8
Hospitality/Tourism Emphasis					
119081	Lodging Managers	750	840	12.0%	26
119051	Food Service Managers	1,065	1,165	9.4%	35
Human Resource Emphasis					
434161	Human Resources Assistants, except Payroll and Timekeeping	390	455	16.7%	10

SOC* - Standard Industrial Classification

Source: Labor Market Information Center, SD Department of Labor, December 2009.

**United States Employment Projections
for Occupations Related to Proposed Programs at LATI**

Program Title & Matching SOC Code	SOC Title	2006 Base Number of Jobs	2016 Projected Number of Jobs	Percent Change	Average Annual Demand
Marketing/Management Emphasis					
413011	Advertising Sales Agents	170,500	205,100	20%	6,450
419011	Demonstrators and Product Promoters	104,800	123,700	18%	4,870
412031	Retail Salespersons	4,476,900	5,033,800	12%	193,520
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	1,675,900	1,747,000	4%	42,270
Fashion Retailing Emphasis					
412031	Retail Salespersons	4,476,900	5,033,800	12%	193,520
Photography Emphasis					
274021	Photographers	122,500	135,100	10%	3,960
Hospitality/Tourism Emphasis					
119081	Lodging Managers	71,000	79,700	12%	2,430
119051	Food Service Managers	350,300	367,800	5%	10,020
Human Resource Emphasis					
434161	Human Resources Assistants, Except Payroll and Timekeeping	168,200	187,100	11%	3,130

SOC* - Standard Industrial Classification

Source: U.S. Bureau of Labor Statistics; provided by Labor Market Information Center, SD Department of Labor, December 2009.

South Dakota Wages for Occupations Related to Proposed Programs at LATI

Title & Matching SOC	SOC Title	Average Wage	Starting Wage Range	
			10th Percentile	25th Percentile
Marketing/Management Emphasis				
413011	Advertising Sales Agents	\$19.05	\$11.25	\$13.59
419011	Demonstrators and Product Promoters	\$9.70	\$7.41	\$8.35
412031	Retail Salespersons	\$10.84	*	\$7.67
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	\$36.22	\$20.75	\$26.49
Fashion Retailing Emphasis				
412031	Retail Salespersons	\$10.84	*	\$7.67
Photography Emphasis				
274021	Photographers	\$13.00	\$9.03	\$10.45
Hospitality/Tourism Emphasis				
119081	Lodging Managers	\$21.04	\$16.74	\$17.90
119051	Food Service Managers	\$22.42	\$17.78	\$20.01
Human Resource Emphasis				
434161	Human Resources Assistants, except Payroll and Timekeeping	\$13.54	\$9.31	\$11.19

SOC* - Standard Industrial Classification

Source: Labor Market Information Center, SD Department of Labor, December 2009.

United States Wages for Occupations Related to Proposed Programs at LATI

Title & Matching SOC	SOC Title	Average Wage	Starting Wage Range	
			10th Percentile	25th Percentile
Marketing/Management Emphasis				
413011	Advertising Sales Agents	\$25.56	\$10.88	\$14.79
419011	Demonstrators and Product Promoters	\$13.05	\$8.14	\$9.06
412031	Retail Salespersons	\$12.04	\$7.37	\$8.26
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	\$38.40	\$17.71	\$24.70
Fashion Retailing Emphasis				
412031	Retail Salespersons	\$12.04	\$7.37	\$8.26
Photography Emphasis				
274021	Photographers	\$17.14	\$8.14	\$9.91
Hospitality/Tourism Emphasis				
119081	Lodging Managers	\$25.26	\$13.54	\$16.81
119051	Food Service Managers	\$24.19	\$14.16	\$17.63
Human Resource Emphasis				
434161	Human Resources Assistants, except Payroll and Timekeeping	\$17.70	\$11.68	\$14.03

SOC* - Standard Industrial Classification

Source: U.S. Bureau of Labor Statistics; provided by Labor Market Information Center, SD Department of Labor, December 2009.



LAKE AREA
TECHNICAL INSTITUTE

It's your world.

Core Curriculum

BUS 101 Intro to Business	3	BUS 120 Principles of Marketing	3	BUS 160 Principles of Selling	3
ACCT 210 Principles of Accounting I	3	BUS 220 Personal Finance	3	BUS 230 Management Policy	3
CIS 105 Computer Software Applications	3	AC 100 Applied Communications	.5	Selected Communications Course	3
SPCM 101 Fundamentals of Speech	3	BUS 150 Advertising	4		
BUS 185 E-Business	3	AED 100 Automated External Defibrillator	.5		
Selected Behavioral Science Course	3	Selected Social Science Course	3		
Selected Mathematics Course	3				44 Credits

Marketing & Management Option

BUS 162 Retailing	3
BUS 170 Human Resources Management	3
BUS 236 Financial Management	3
BUS 140 Business Law	3
BUS 244 International Business	3
BUS 210 Entrepreneurship	3
BUS 152 Desktop Publishing	3
BUS 122 Market Research	3
BUS 235 Business Internship	6
BUS 238 Business Innovation	3

Total Credits 33

Fashion/Retail Merchandising Option

Fashion Fundamentals	4
Visual Merchandising	3
Capstone Project	4
Buying	3
Fashion Survey	4
Computer Aided Drafting	3
Merchandise Planning and Control	3
BUS 122 Market Research	3
BUS 235 Business Internship	6

Total Credits 33

Interior Business Design Option

Design Fundamentals	6
Design Theory	3
Color Theory	3
Furniture and Style	3
Computer Aided Drafting	3
Presentation Drawings	3
BUS 210 Entrepreneurship	3
BUS 235 Business Internship	6
Visual Merchandising	3

Total Credits 33

Photography/Media Option

Introduction to Photography	3
Portrait Photography	3
Product Photography	3
Studio Operations	3
BUS 162 Retailing	3
BUS 210 Entrepreneurship	3
Photoshop	3
Advanced Photoshop	3
Wedding Photography	3
BUS 235 Business Internship	6

Total Credits 33

Hospitality & Tourism Option

BUS 162 Retailing	3
BUS 170 Human Resources Management	3
BUS 236 Financial Management	3
BUS 210 Entrepreneurship	3
BUS 140 Business Law	3
Tourism and Travel Economics	3
Event Management	3
Food and Beverage Management	3
Hotel Operations	3
BUS 235 Business Internship	6

Total Credits 33

Human Resources Associate Option

BUS 236 Financial Management	3
BUS 140 Business Law	3
BUS 244 International Business	3
Business Ethics	3
Compensation/Benefits	3
Employment Law	3
Training and Development	3
Risk Management and Insurance	3
BUS 170 Human Resources Management	3
BUS 235 Business Internship	6

Total Credits 33

Business Associate AAS Degree: 77 credits

MUNICIPAL UTILITIES DEPARTMENT

901 Fourth Avenue Southwest

WATERTOWN, SOUTH DAKOTA 57201-4107
PHONE (605) 882-6233 • FAX (605) 882-6238

December 11, 2009

South Dakota Board of Education
Office of Curriculum, Career & Technical Education
700 Governors' Drive
Pierre, SD 57501-2291

RE: Support for Proposed Program Change

To Whom It May Concern:

As a former student and current member of Lake Area Technical Institute's (LATI) Marketing/Management and Sales Industry Advisory Board, I am writing this letter in support of the proposed change of the Marketing/Management and Sales (MMS) program to a Business Associate program.

As a former student of this program (several years ago!), I felt that the MMS program, at that time, was primarily geared towards the "retail market" of sales and marketing. Although I learned many valuable life skills from the classes, I did not feel that I was adequately prepared for the management skills that I was looking for and I would later need to develop my career.

I believe the MMS program has made great strides over the years to broaden the scope of the program, however, changing from a MMS program to a Business Associate program with different emphasis areas will benefit both the students and the businesses that the students will eventually serve. Having students educated and completing an internship in the specific career path they wish to pursue will give the student business-relevant experience. This experience will not only give the students a more realistic vision of what their career choice will be like, it will provide the student with a skill set that is more valuable to the future businesses that they will serve.

I have worked as a Human Resource professional for over 15 years and have had the opportunity to employ a large number of graduates from LATI. The programs offered through LATI are recognized, not only in our community, but throughout the state of South Dakota for producing quality employees. The desire to change the MMS program to a Business Associate program is another example of LATI's constant desire to keep programs current and relevant to South Dakota's business needs. The area business community fully supports LATI, and is available and willing to provide relevant internships and training to these students. Our hope is that this, in turn, would lead to job creation so our LATI grads will be able to find the career of their dreams, right here in South Dakota!

Thank you for your consideration of this program change.

Sincerely,



Sheila Mennenga, SPHR
Human Resources / Risk Coordinator

ANGUS-PALM

Employee Owned

PO Box 610
Watertown SD 57201-0610
Bus (605) 886-5681
Fax (605) 886-6179

12/8/2009

Angus Palm has a long standing history with involvement and appreciation of the Marketing/Management and Sales Program in the LATI. We see this program as a very important part of our business. The refocus of the program represented by the name change and the flexibility of the program represented by options proposed will further strengthen the program and make its graduates even more sought after by industry. With the looming retirement of the our aging workforce, as well as the inevitable recover of the economy, northeast South Dakota will continuing to see a growing demand for these graduates.

Angus Palm greatly supports the Lake Area Technical Institutes initiative to restructure and expand their Marketing/Management and Sales Program, particularly the addition of Human Resources Associate option which helps support the needs of manufacturing industries in our region.



Clark Breitag
Human Resource Manager
Angus Palm
(605) 884-1455



12/9/09

To Whom It May Concern:

Office Peeps employs several LATI alumni and views the school as an important economic engine for our region and our business. We are excited to hear about the proposed changes to the Marketing/Management and Sales Program. The new areas of focus will meet needs in our region.

Office Peeps has Interior Designers on staff and recognizes the need for the Interior Design Associate option in our area. LATI has researched this extensively, and the proposed curriculum would be wonderful and practical preparation for the field. We would welcome an opportunity to provide internships and hire future graduates of this degree.

Sincerely,

Joel Vockrodt
President

The **WATERTOWN**
EVENT CENTER
We've Got You Covered All Under One Roof!

To whom it may concern:

I am writing in my support of Lake Area Technical Institute and their proposed change to their Marketing/Management/Sales program for next fall. I believe that a change to a Business Associate degree with different emphasis areas will benefit the students at Lake Area. Having these degree emphases' will attract more students with a specific career path in mind.

Having students educated in the specific career path in which they wish to pursue, will better prepare them for a career right out of school. It will allow them to obtain relevant internships that will again make them more marketable to companies hiring. As an employer in the Hospitality field I would love to have applicants who have already had training and education in the field.

This change would not only be beneficial to the institution and students, but to the community of Watertown and northeast South Dakota. The business community in Watertown fully supports Lake Area, and would provide internships and training to these students. This would hopefully lead to job creation and those graduates staying and living in Watertown and the surrounding area.

I believe this would be a positive change for everyone involved and I fully support the proposed changes.



Matt Sawyer

Food and Beverage Director

Watertown Event Center/Minervas Restaurant/ Ramkota Hotel





REDLIN ART CENTER

1200 - 33RD ST. SE / MICKELSON DR. • WATERTOWN, SD 57201 • BUS: 605-882-3877 • FAX: 605-882-3922

December 2009

To Whom It May Concern:

The Redlin Art Center fully supports the redirection of Lake Area Technical Institute's Sales and Marketing program. A Business Associate program with the option of multiple focuses, including one track specializing in Hospitality and Tourism, will better prepare our future workforce.

The tourism industry is second only to agriculture within the state of South Dakota. According to the S.D. Office of Tourism, over 33,000 jobs were traceable to the visitor industry in our state in 2008. The program Lake Area Technical Institute is proposing will better serve the tourism industry.

Sincerely,


Julie K. Ranum
Executive Director
Redlin Art Center



515 10th St. NW (N. Hwy. 20)
Watertown, SD 57201
Phone (605) 882-1739 • Fax (605) 882-1758
Toll Free 1-866-508-5894 • Boot Truck (605) 880-6665

Dear Ms. Shephard,

Last week I was made aware of an exciting proposal concerning some possible changes that LATI is looking at pertaining to the marketing, management, and sales course. As you probably know I have been a part of the steering committee for that course for a few years now.

Firstly, I am excited to hear of the proposal to offer more "job specific" training along with the great curriculum that is already offered. I think that many of the offerings fit nicely into the "real world" workforce. If implemented, I feel that graduates would get valuable training that will help them land jobs with more specific needs. Be it tourism, photography, display layout, etc. To have graduates with a "jump start" in these areas will be helpful for employers. It will make further training on the job quicker and easier, as the employees will already have a good basic understanding that will then only need to be polished by the individual employer's final training.

Secondly, and as important, is keeping the course on pace with a real working environment. Business is changing at the speed of light. It is so very important for LATI to give all of their students a fair idea of what they will need as far as skills to land good jobs after their graduation. As a business person, I am constantly looking for employees that can bring knowledge and skills to my company that I don't have to pay them wages to learn. It is far more advantageous to hire employees that already know how to correctly build displays, photo product, etc...

In closing, entrepreneurship, to a certain extent, is becoming a lost skill. I think that this proposal will awaken some entrepreneurs that may open their own business to make our economy better. I hope that this works out. Please contact me anytime if I can be of any help to you.

Thank you,

Travas Uthe
Trav's Outfitter, Inc.



P.O. Box 332
Watertown, SD 57201

Phone
605-884-0340
1-888-898-6767

Fax
605-882-0199

Website
www.focuswatertown.com

December 14, 2009

Deb Shephard
Lake Area Technical Institute
PO Box 730
Watertown, SD 57201

RE: Restructuring of Marketing/Management/Sales Program

Dear Mrs. Shephard:

On behalf of Focus Watertown, we would like to request that the South Dakota State Board of Education endorse Lake Area Technical Institute's (LATI) request to restructure their Marketing/Management/Sales program. LATI has a proven track record of providing the technical and educational training needed by today's business community for future employees. The restructuring of this program is just one more example of LATI's ability to adapt the curriculum to the needs of the employer.

The Photography Media option is a particular interest to our organization due to its emphasis in business, advertising, finance and marketing. Focus Watertown uses a variety of marketing and promotional materials including traditional methods such as print media. However, the advent of web-based marketing and electronic media has advanced to a stage which requires future employees possess the skills and knowledge in their profession to work in all fields of business promotion.

Approval of this request by the South Dakota State Board of Education will provide LATI graduates of this program the opportunity to make an immediate impact in the marketing and promotion of businesses located in South Dakota.

Sincerely,

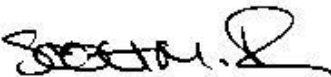
A handwritten signature in black ink, appearing to read "Craig Atkins", with a stylized flourish at the end.

Craig Atkins, President
Focus Watertown

[See the Opportunity. Make it a Reality.](#)

Walmart greatly supports the Lake Area Technical Institutes initiative to restructure their Marketing/Management and Sales Program, particularly the addition of Fashion/Retail Merchandizing Associate option which helps support the needs of retail sales industries in our region. The refocus of the program represented by the name change to "Business Associate" is also more representative of LATI graduates' capabilities.

Walmart is a stalwart supporter of the Marketing/Management and Sales Program in the LATI. We see this program as a very important part of our business. The flexibility of the program represented by options proposed will strengthen the program and make its graduates even more value-added. With the projected retirement of the our aging sales workforce, as well as the economic recover, South Dakota will continue to see high demand for these graduates.


SCOTT M. FERGUSON
12/14/09

Scott Ferguson
Store Manager, Walmart
Watertown Store, Watertown, SD